

## Finger Tips Lift Tons—No Axle Too Low or Too Awkward

Blackhawk Jacks, Hydraulic Oil-Power, crash into the RIPEST WAITING CONSUMER DEMAND that ever welcomed a needed automotive product.

The terrors of tire-changing are ended. The lowest underslung, balloon-tired car lifts like child's play with the Blackhawk Jack. The long bayonet-lock handle holds and slides the jack under the meanest axle. Any length of stroke, suited to circumstances, raises the load—just a finger pressure for the heaviest car. No kneeling. No crawling in the dirt.

To lower the car, the same handle opens the release valve—no strokes required. Car comes down smoothly, quickly—operator controls the speed. Tourists, women drivers, and jack-troubled motorists are a wide-open, tremendous market waiting to be shown. Ask your jobber's salesman.

*Ask how to get our  
Demonstrator Display FREE*

**BLACKHAWK MFG. COMPANY**  
Dept. C Milwaukee, Wis.

Shown below, the Hi-way Balloon Tire Jack fits all cars no matter what make. Double telescopic lift with hand adjustable extension gives a total height of 18 inches—high enough for any rear. Collapsed to 7¾ inches, it is low enough for any front. Long, rigid, two-piece handle permits placing and withdrawal of Jack without getting under car.



**TWIN-CHEK**  
Valve Unit  
automatically  
controls the  
hydraulic oil power. Located below the pump (outside the jack) easily accessible. *Patented*



"TOURIST" — 1½-ton model (shown above) for average cars. Popular price, including 2-piece, 34-inch handle.

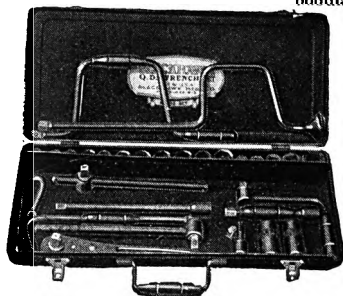


# BLACKHAWK JACKS

HYDRAULIC  
OIL-POWER

**Drain Plug Set 23C**

Sliding bar handle and wide range of sockets for crank case drain plugs, also for plugs in transmission and differential housings. For all popular cars. List, \$11.90.

**Set 32C—List, \$20.60**

32 tools—gives the mechanic the range of sizes and types of handles needed for almost any garage work. Includes 22 sockets.

# MONEY-MAKERS!

Blackhawk Drain Plug Set is a whale of a success because it is a real time and trouble saver for gas and

oil service stations. It makes money for the user—and for you. Feature the Blackhawk Drain Plug Set upon your counter and as a rent-payer in your window.

There are seven standard Blackhawk Wrench Sets in steel cases with assortments of sockets and handles specially grouped to handle most any kind of wrench work. Send for Catalog, and ask your jobber's salesman.

**BLACKHAWK MFG. COMPANY**  
Dept. C Milwaukee, Wis.

# BLACKHAWK

(Continued from page 36)

Joe? I've got to tell him that one. Ha, ha, ha, that's a hot one."

"Why the big laugh?"

"Bill, are you serious?"

"Certainly, I'm serious. I take in used cars, don't I? Why shouldn't you take in coats and suits that have resale value?"

"Why you poor nut, I'm in business to sell new ones. Why should I tie up my profit in a lot of worn out, out of date, misfit clothing? Wouldn't I be a bonehead to—hey, Bill, come back here!"

"MISS SMITH," said the dealer as he strode into his office, "bring your note book over here and make it snappy, please. Take a letter to John B. Guff and enclose this clipping."

"Pardon me," said Miss Smith a few minutes later, "but do you really want me to write this letter just as you dictated it?"

"I certainly do."

"There are some words that I never wrote before and I—"

"Look 'em up in the dictionary."

"They're not in the dictionary."

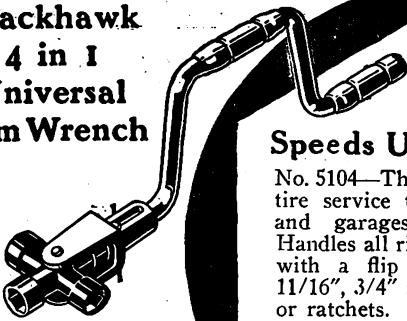
*On a glorious Spring morning, Charlie Oxley sauntered to his office well satisfied with life. What if he had been fired? Hadn't he, at the same time, told old John B. Guff what he could do if he didn't like it? And wasn't he back on the old job as theatrical press agent? Take it from Charlie, who knew all about it, this automobile game was the bunk.*

Kate: A shoulder strap certainly is an important little article, isn't it?

Placate: Yes, it's the only thing that keeps an attraction from being a positive sensation.

Many men are all right in the right place, but they never find it till after they die.

**Blackhawk  
4 in 1  
Universal  
Rim Wrench**



**Lists  
\$3.95  
Liberal  
Discounts**

**Speeds Up Tire Service**

No. 5104—The standard heavy duty tire service tool for tire stations and garages—universally used. Handles all rim nut sizes, changing with a flip of the wrist—5/8", 11/16", 3/4" and 7/8". No springs or ratchets. Oversize 5/8" handle. One-piece drop forged head.

**BLACKHAWK MFG. CO.**  
Dept. C Milwaukee, Wis.

# BLACKHAWK

## Leave Something to Imagination

A NOVELIST of some repute came to this country, and, in one of his lectures, propounded the



unusual theory that this cannot possibly be an age of poets and imaginative writers for the very good reason that it is a day

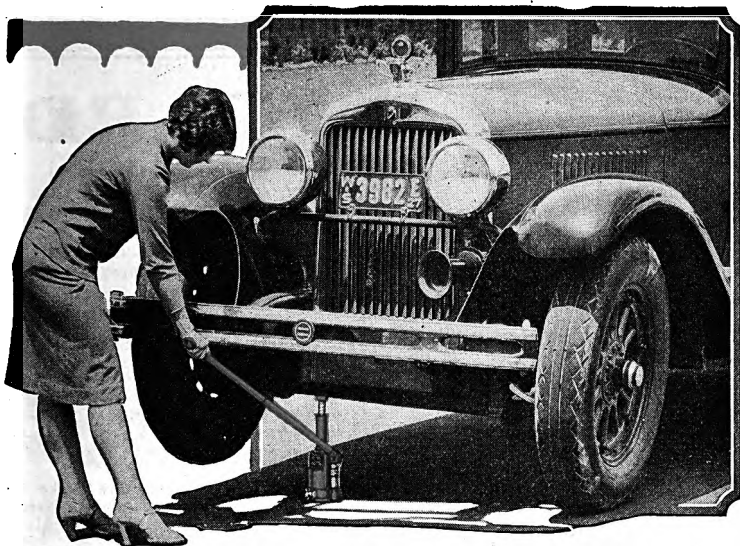
when nothing is left to the imagination. He pointed out, in particular, women's short skirts as one instance.

This novelist may have had an unusual slant on the matter which he took up, but in general his observation is as stable as the pyramids. There can be no denying the fact that actualities scarcely ever have the power and attraction of those things which call upon the

imagination and the power of visualization.

The advertising manager of one of the largest retail stores in this country used to repeatedly remark that he knew there is far greater power of attraction in the advertisement which *understates* than in the one which *overstates*. The former suggests but never details to the extent that the reader cannot use his or her own powers to better visualize and picture the merchandise offered and its qualities.

It is for this very reason that superlatives are to be tabooed both in advertising and in selling talk. Merchandise which is continuously described as "the best," "the finest," or with other adjectives in the superlative degree is not accorded that added power of reserve which comes with merely positive-degree statements and under-statements.



## Easy LIFT--Easy SALE

Every motorist is a prospect for Blackhawk Hydraulic Oil-Power Jacks. All he needs is to be shown the difference between ordinary jacks and Blackhawks.

Just a finger pressure raises the heaviest car. The lowest underslung, balloon-tired car is easily handled. The Hi-Way (B 7.5) in the photo is only  $7\frac{3}{8}$ " collapsed and lifts to 18". The 34-inch, 2-piece bayonet lock handle holds and slides the jack under any axle. Any stroke, short or long, lifts the load. No kneeling. No crawling in the dirt.

No strokes required to lower. The handle opens the release valve. Car comes down smoothly, quickly, safely. Operator controls the speed.

Simply SHOW the Blackhawk Jack to tourists, women drivers and motorists—and let it sell itself. Ask your jobber's salesman how to get our Demonstrator Display—FREE.

**BLACKHAWK MFG. COMPANY**  
Dept. C Milwaukee, Wisconsin



"Tourist"— $1\frac{1}{2}$  ton model, for average cars.  $8\frac{1}{4}$  inches low,  $14\frac{1}{4}$  inches high. Weighs only 6 lbs. 34-inch, 2-piece handle. Popular price. The complete Blackhawk line includes lifting capacities up to 60 tons.



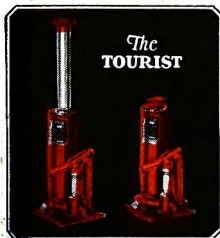
**TWIN-CHEK Valve Unit** automatically controls the hydraulic oil power. Located below the pump (outside the jack), easily accessible. *Patented.*

# BLACKHAWK

## JACKS

HYDRAULIC OIL-POWER



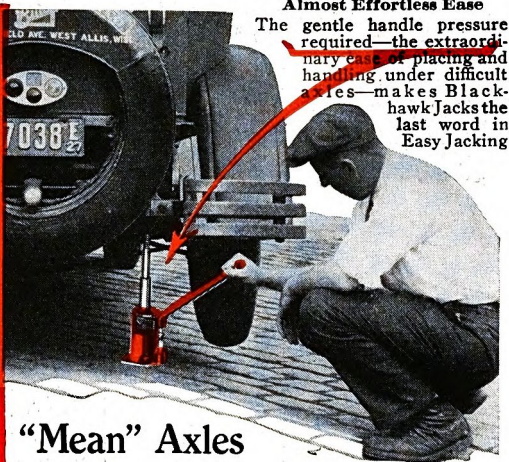


The "Tourist" is the popular price 1½ ton model, for average cars, from Ford to Dodge and Essex. A sturdy, compact jack, 8½" low, 14½" extended. Weighs only 7¼ lbs. Has 34", 2-piece handle.



**TWIN-CHEK Valve Unit** automatically controls the hydraulic oil power. Located below the pump (outside the jack) easily accessible. *Patented.*

The complete Blackhawk line includes Hydraulic Oil-Power Jack for cars, trucks, busses and industrial uses—lifting capacities up to 60 tons.



**Almost Effortless Ease**  
The gentle handle pressure required—the extraordinary ease of placing and handling under difficult cases—makes Blackhawk Jacks the last word in Easy Jacking

## "Mean" Axles Mean Sales

**L**OW-SLUNG, balloon-tired cars help dealers sell Blackhawk Jacks—Hydraulic Oil-Power. No owner of such a car can resist the amazing ease and power of a Blackhawk, once he has tried it or seen it used.

The Blackhawk Hi-Way (B.7.5) in the photo above is an all-car model of 2-ton rating. It slides under the lowest front axle, and gives ample lift for any rear end.

With double telescoping feature and hand-adjustable extension, it lifts from 7¾" collapsed to 18" full height. The 34", 2-piece bayonet-lock handle holds and slides the jack erect under the least accessible axle. Any stroke, short or long, lifts the load with unbelievable ease. No pumping is required to lower. Turn the release valve with the handle. Car comes down quickly and safely at any speed desired.

Thousands of jack-wise motorists hail the Blackhawk as the jack they've been waiting for. Ask your jobber's salesman how to get our Demonstrator Display—FREE. It makes easy sales still easier.

**BLACKHAWK MFG. COMPANY**  
Dept. C Milwaukee, Wis.

# BLACKHAWK JACKS HYDRAULIC OIL-POWER

All Blackhawk Jacks are tested at factory far beyond rated capacity.

# EFFORTLESS!

## —It's Hydraulic

Blackhawk Jacks "lift without labor." This one here is the Tourist—the compact  $1\frac{1}{2}$  ton model. Lifts from  $8\frac{1}{2}$ " up to  $14\frac{1}{2}$ ". Includes 2-piece, 34" handle.



Here's the one jack that makes an irresistible appeal to tourists, motorists and women drivers. Its tremendous hydraulic oil-power makes an easy, quick job of lifting the meanest axle. It gives a new conception of *jack-ability*.

The long bayonet-lock handle holds and slides Blackhawk into position without coaxing. Short or long strokes raise the load with incredible ease. To lower the car just open release valve with handle tip, and down she comes smoothly—at controlled speed. No kneeling—no crawling in the dirt to place or retrieve Blackhawk.

800 Blackhawk Jacks have been standard equipment for the past 3 years in Pickwick Bus Fleet, California—undeniable evidence of efficiency.

The sales potential among motorists and bus and truck operators is tremendous. Ask your jobber's salesman for complete information and how you can get our unique demonstrator display, FREE.



**HI-WAY (B7.5).** Low enough to go under any car with deflated balloon tires.  $7\frac{3}{8}$ " high—extends to 18". Slight pressure on the 34" handle raises 4,000 lbs. easily. For any and all cars.

**BLACKHAWK MFG. CO.**

Dept. C

Milwaukee

Wisconsin

# BLACKHAWK JACKS

HYDRAULIC  
OIL-POWER



**Advertised  
-as Jacks never  
have been before!**

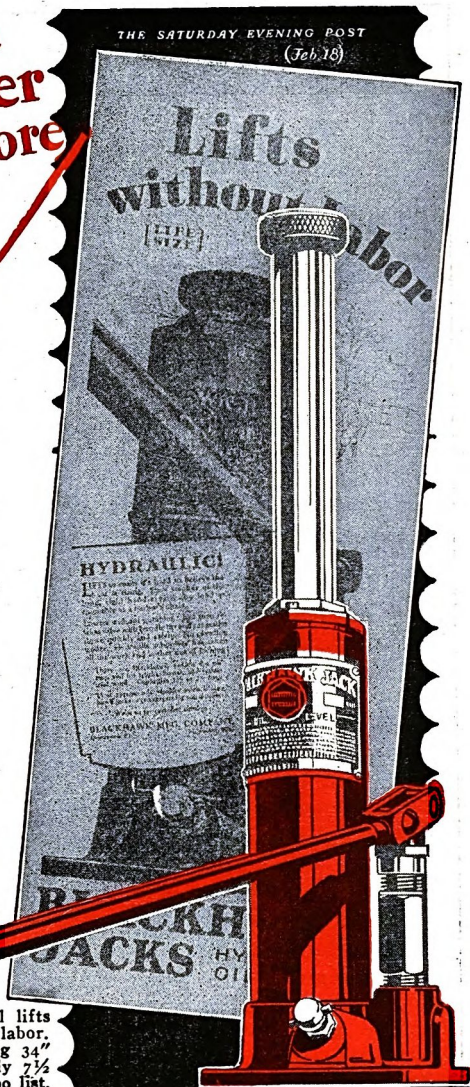
**B**lackhawk national advertising—reaching the motorists in *your* neighborhood every month—starts with this outstanding half-page in the Saturday Evening Post, Feb. 18.

Such powerful advertising backing such a powerful jack must result in sales—if you *identify* yourself with it. Get the Blackhawk Demonstrator Display. It shows actual jack in operation. Jack-wise car owners immediately *feel* the superior power and ease of Blackhawk jacking.

Long bayonet-lock handle slides jack into position. Easy strokes raise load. Same handle opens release valve for quick, smooth lowering—and pulls out jack.

Ask your jobber's salesman for details. Write us for catalog.

**BLACKHAWK MFG. CO.**  
Dept. C, Milwaukee, Wis.



"Tourist" model lifts  
1½ tons without labor.  
8½" low, 14½" high; long 34"  
2-piece handle; weighs only 7½  
lbs. Sells in volume at \$7.90 list.

# BLACKHAWK

# JACKS

HYDRAULIC  
OIL-POWER

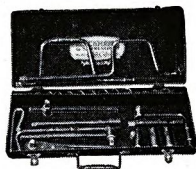
## One Sale Leads to Another —Via This Free Cabinet

Put this all-steel, golden yellow Blackhawk Cabinet where motorists and mechanics can choose the sockets and handles they want. When they try them out—they usually want a complete set in a neat steel case.

From the very complete stock of Blackhawk Sockets and Handles in this Cabinet, you can make up these sets for any car. \$32.67 buys the Cabinet and its stock of 86 tools which sell for \$54.45. You make \$21.78 profit. Ask your jobber's salesman about this.

**BLACKHAWK MFG. COMPANY**

Dept. C Milwaukee, Wis.



Set 32C contains 32 tools giving the mechanic the sizes and types of handles needed for most garage work. Includes 22 Sockets. In 20-gauge steel case. List price \$23.65.

# BLACKHAWK